Instructor: Mr. Billy M. Oliver, Assistant Professor
Office: 2235.14
Office Hours: See door schedule.
Phone: 305-237-1177

Description
Studio production with emphasis on producing a pre-scripted program. Equipment operations is stressed including on-air video effects and expanded switcher capability.

Text

Skills Component
Instruction and hands-on experience with the operation of various video production components.

Learning Outcomes and Specific Competencies
At the completion of the course, students will know the following:
1. Advanced operation of the video switcher.
2. Advanced principles of audio.
3. Advanced studio lighting.
4. How to anticipate problems with on-camera talent.
5. The positions and duties of the production crew.
6. Pictorial elements as determined by camera position.
8. Advanced video camera operation.
9. The operation of various audio and video support equipment.
10. Live program production.
11. Program production via post production techniques.

Topics
1. Signal flow and technical control.
2. Camera structure and lens design.
3. Camera function and operation.
4. Operation of the switcher.
5. The function and operation of the video recorder.
6. Producing.
7. Directing duties.
8. Directing techniques.

Learning Methods
Outcomes and competencies will be achieved through lectures, readings, viewing others' productions, demonstrations of equipment and hands-on experience.
Course Requirements

Group Project
You (a group of 5-6) will be required to produce one of the televisions productions listed in the course content. The group will be responsible for all aspects of that production. All students will rotate through the crew positions during the practice time. The students in charge of the production may choose the crew for the final production. In addition the group will supply the following:

1. Treatment: General narrative of the content; the audience; general objectives and justifications - What are you planning to do? Why do it this way? what will the program content accomplish? What is the best means of accomplishing the objectives?
2. Script: Typewritten, fully written, with appropriate segment lengths, details about audio and video, etc.
3. Storyboard: Simple sketches indicating main action, transitions, and suitable script information to allow for matching with script.
4. Audio requirements: What audio equipment will you use? Any pre-recorded material? Which microphones and how many? What control room equipment will be needed?
5. Floor Plan: Provide basic diagram of the studio area you will use.

Note: Projects will be 15 minutes in length. All projects must begin with 30 seconds of color bars, 5 seconds of slate and 10 seconds of black and must end with a cut or fade to black. All projects must be done with MDC equipment.

School of Entertainment Technology Policy
All work must be accomplished by the student without the assistance of anyone outside the class. All work must be original. Only equipment of MDCC, School of Entertainment Technology, North Campus may be used to accomplish course objectives. No dubbing during courses for personal objectives is permitted. Upon student request, instructors may arrange a time and place after the course conclusion to dub portfolio copies as a group with appointed representatives. Students must supply personal tape stock. Only authorized duplicating facilities will be used under the supervision of the faculty or operations manager, and only upon approval of the instructor.

Attendance
A total of 6 class hours of absence will result in an automatic F. It is the student's responsibility to initiate the withdrawal during the designated withdrawal period. Otherwise, an F will be issued at the end of the term. Two tardies (any time after the roll is called) constitutes one absence.

Grading/Evaluation
Your final grade will consist of the following components:

Group Project......................300  
Production Participation ..........250  
Quizzes................................250  
Final Exam.............................200

1000-900 = A  
899-800 = B  
799-700 = C  
699-600 = D  
599-0 = F

Judging, like judging video in the industry is not an exact science. This class is unlike typical general education courses that might use multiple-choice exams to measure your knowledge objectively. Although there is objective scoring in the class, most video assignments get grades that are subjective. That means that you or someone else might have a different opinion of the merit of your video. But as in the industry, the person in charge sets the standard, whether that person is called producer, Director, News Director or in this case, Instructor. You can rely on your instructor to know what are the standards in the industry and to apply them here. Please note that subjective does not mean unfair. Within the class the same standards are applied to everyone.

100-90 A Professional: (Could air as shot.)  
89-80 B Good: (Needs minor corrections.)  
79-70 C Fair: (Adequate student work.)  
69-60 D Poor: (Needs major revisions.)  
59-0 F Failing: (Late not as assigned.)

Readings, Assignments, Exams and Dates

Week 1: January 6,8  
Introduction  
Review

Week 2: January 13,15  
Review  
Readings: Ch18.1 pgs 458-460  
Ch19.1 pgs 476-584  
Quiz

Week 3: January 20  
Holiday  
January 22  
Review  
Readings: Ch. 18.1 pgs. 443-448  
Ch. 18.1 pgs. 449-456  
Quiz
ALL SCRIPTS DUE (COUNTS AS A QUIZ GRADE)

Week 4: January 27, 29
Talkshow
Readings: Ch 18.1 pgs. 456-458
Ch 18.2 pgs 461-471
Quiz

Week 5: February 3, 5
Talkshow
Readings: Ch 19.2 pgs. 503-505
Quiz

Week 6: February 10, 12
Talkshow

Week 7: February 17, 19
Infomercial
Quiz

Week 8: February 23, 25
Infomercial

Week 9: March 2, 4
Infomercial
March 6
Teacher Work Day, No Class

Week 10: March 9, 11
News

Week 11: March 16, 18
News

Week 12: March 23, 25
News

Week 13: March 30, April 1
Drama

Week 14: April 6, 8
Drama

Week 15: April 13, 15
Drama

Week 16: April 20, 22
Drama

Important Dates
01/12 Last day to drop without record
Disability Statement
Students with documented special learning needs may want to inform the instructor so that accommodations may be made, or contact the Office of Services for Students with Disabilities.

Ethics Policy
Academic dishonesty in any form will not be tolerated and violators will be dealt with in accordance with policies stated in the Student Handbook.

Lab Time
Lab time will be made available so that you may practice and complete assignments. It may be necessary for the class to meet as a group with the instructor during the semester for a lab. PSAV students are required to attend lab.